

Message Text

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TO AMEMBASSY LAGOS

INFO AMCONSUL KADUNA

AMCONSUL IBADAN

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E.O. 11652: N/A

TAGS: BBSR, OTRA, NI

SUBJECT: COMPREHENSIVE MARKET SURVEY

1. COMMERCE/STATE PLANNING COMPREHENSIVE SURVEY OF NIGERIAN MARKET FOR US EXPORTS AS ESSENTIAL STEP TO PERMIT US TAKE FULL ADVANTAGE OF CURRENT AND PROJECTED COMMERCIAL SITUATION IN NIGERIA. THIS BROAD-GUAGE MARKET SURVEY IS BEING UNDERTAKEN TO PROVIDE THE INFORMATIONAL BASE FOR THE PLANNING OF JOINT USG/ PRIVATE INDUSTRY ACTIONS TO INCREASE US EXPORTS TO NIGERIA OVER THE NEXT TWO TO FIVE YEARS.

2. THIS STUDY OF OVERALL NIGERIAN ECONOMY INTENDED TO PROVIDE DATA, ANALYSIS, AND CONCLUSIONS WHICH COMMERCIALY ORIENTED AND CRITICAL TO CORPORATE DECISIONS ON THE MARKET.

3. SURVEY FINDINGS WILL RECEIVE WIDE DISSEMINATION THROUGH PUBLI-
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CATION, SIMILAR TO "BRAZIL: SURVEY OF US EXPORT OPPORTUNITIES"

RECENTLY SENT TO POST, AND THROUGH OTHER MEANS DESIGNED TO INCREASE AWARENESS AMONG AND STIMULATE ACTION BY MARKETING EXECUTIVES TO MAXIMIZE US SALES.

4. COMMERCE TEAM NOW BEING ASSEMBLED TO UNDERTAKE RESEARCH. TEAM WOULD HAVE FOUR COMMERCE MEMBERS. IT PROPOSED THAT ECON/COMMERCIAL COUNSELOR MCGRATH ACT AS POST COORDINATOR OF EMBASSY SUPPORT TO RESEARCH TEAM. DRAFT OF MARKET RESEARCH PARAMETERS TO BE SENT WEEK OF MARCH 3RD FOR REVIEW/COMMENT. AFTER PRELIMINARY PREPARATIONS IN WASHINGTON AND CONSULTATION IN US WITH SELECTED AMERICAN FIRMS, TEAM WOULD BEGIN IN-COUNTRY SURVEY ON OR ABOUT APRIL FIRST, WITH AIM OF COMPLETING WORK IN THREE MONTHS. PUBLICATION SCHEDULED FOR RELEASE OCTOBER 1975.

5. EXPERIENCE GAINED IN BRAZIL PROTOTYPE INDICATES THAT THIS TYPE BUSINESS REPORT MOST EFFECTIVE IN STIMULATING NEW EXPORT ACTIONS. FIRST PRINTING OF FIVE THOUSAND COPIES THAT SURVEY EXHAUSTED IN THREE MONTHS AFTER RELEASE. RIO COMMERCIAL COUNSELOR REPORTS SURVEY EXERCISE AND DATA HELPFUL IN RESETTING COMMERCIAL PRIORITIES AND STAFF ASSIGNMENTS AND ENHANCING REPORTING.

6. REDUCED FY 76 BUDGET PRECLUDES DEFERRAL THIS STUDY.

7. REQUEST CABLE RESPONSE SOONEST.

8. REQUEST GOVERNMENT HOUSING ACCOMMODATIONS BE RESERVED FOR TEAM FROM APRIL 1; WILL ADVISE FACILITIES SUPPORT AND SECRETARIAL HIRE NEEDS. ON EMB CONCURRENCE, WILL FORWARD FISCAL DATA.

9. WASHINGTON ACTION GROUP 2ND FY 75 CCP PROGRESS MEETING INCLUDED DISCUSSION AND APPROVAL OF WORKLOAD FACTORS INVOLVED NIGERIA COMPREHENSIVE SURVEY. WAG REPORT BEING TRANSMITTED SEPTEL. POST REQUESTED ASSESS WORKLOAD REPRESENTED THIS STUDY AND DISCUSS POSSIBLE OTHER ACTIVITIES WHICH MAY REQUIRE DEFERRAL WITH AFRICA DIVISION DIRECTOR FIEDLER DURING HIS CCP DISCUSSIONS WITH POST APRIL 1975. KISSINGER

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